VF-STATIONS-WRGB
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FEB 1976

RG 51
D855

Through a COINCIDENTAL TELEPHONE SURVEY

TO OBTAIN THE FACTS

NUMBER OF SETS INSTALLED To DATE

| | |
|---|---|
| IN | 1948 |
| 1,919 | MAR |
| 2,335 | APR |
| 2,733 | MAY |
| 3,053 | JUN |
| 3,687 | JLY |
| 4,112 | AUG |
| 4,576 | SEP |
| 5,287 | OCT |
| 9,500 | NOV |
| 11,800 | DEC |
| IN | 1949 |
| 13,800 | JAN |
| 16,000 | FEB |
| 20,000 | APR |
| 23,000 | MAY |
| 25,000 | JUNE |

# WRGB LOOKS AT ITS AUDIENCE

OF 17,900 SETS IN MARCH 1949

RG 57
DE 855

Through a COINCIDENTAL TELEPHONE SURVEY

TO OBTAIN THE FACTS

ON

A. SIZE
B. COMPOSITION
C. VIEWING HABITS

OF THOSE WHO LOOK AND LISTEN

RG 51
D 555

# Through a COINCIDENTAL TELEPHONE SURVEY PROCEDURE

D. 1,553 TELEPHONE CALLS WERE COMPLETED

C. CALLS PLACED BETWEEN 6°° & 10°° NIGHTLY

B. CALLS SPACED OVER FOURTEEN NIGHTS

A. QUESTIONS ASKED SET OWNERS

COINCIDENTAL TELEVISION SURVEY DATA CARD

Time of Day: _____

1. Is your television receiver turned on? Yes ( ) No ( )
   If the answer is "no" ask:
   Will it be turned on this evening? Yes ( ) No ( )
   Has it been turned on this evening? Yes ( ) No ( )
2. How many persons are now watching the program? _____
   Have been earlier _____ Will be later _____
3. How many of those now watching the program are:
   Children: (Under 18 years of age) _____
   Men: _____
   Women: _____
4. How many evenings per week do you ordinarily have your receiver turned on? _____
5. Approximately how many hours is your television receiver in use between 5 and 11 nightly? _____

RG 51
D855

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D. 1,553 TELEPHONE CALLS WERE COMPLETED

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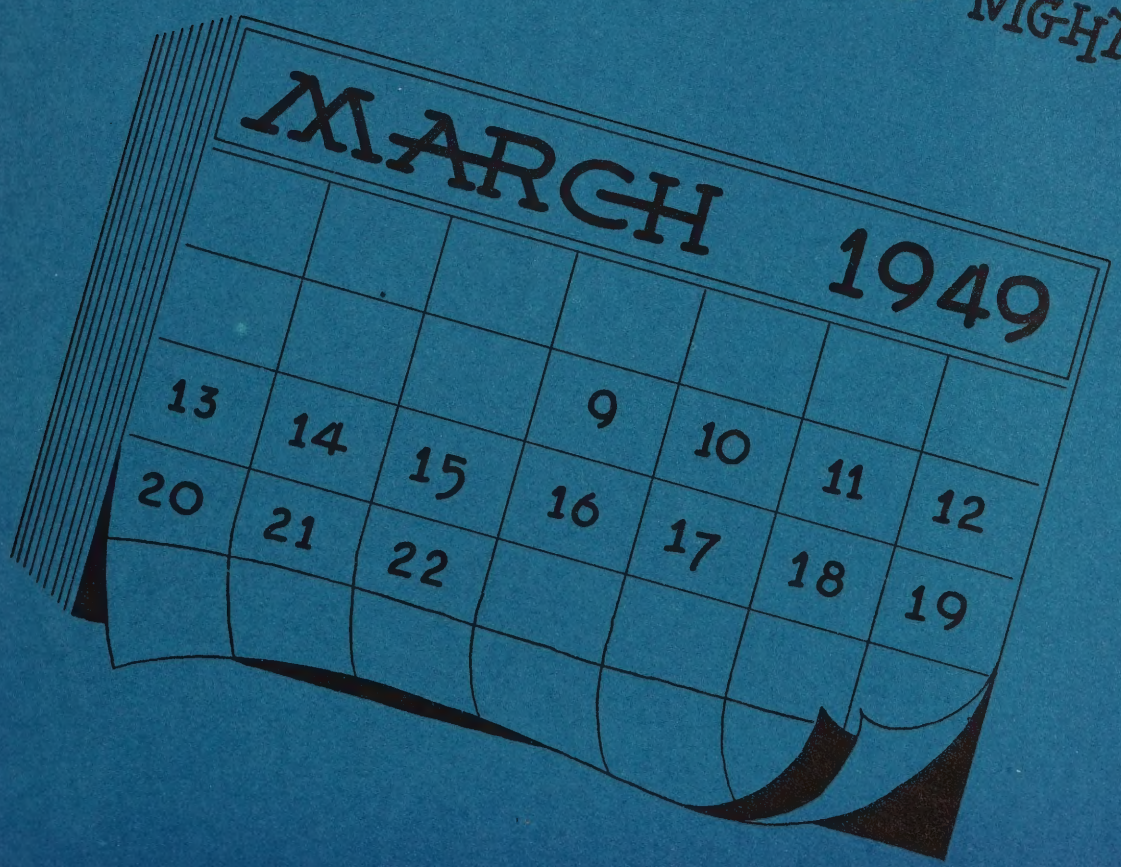

Through a COINCIDENTAL TELEPHONE SURVEY PROCEDURE

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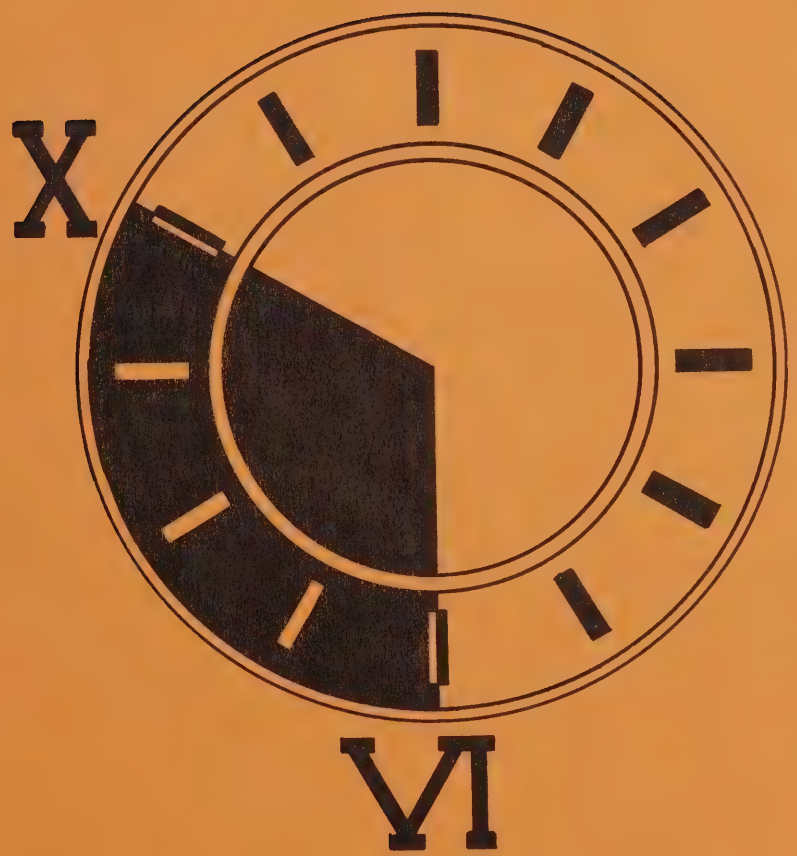


Through a COINCIDENTAL TELEPHONE SURVEY PROCEDURE

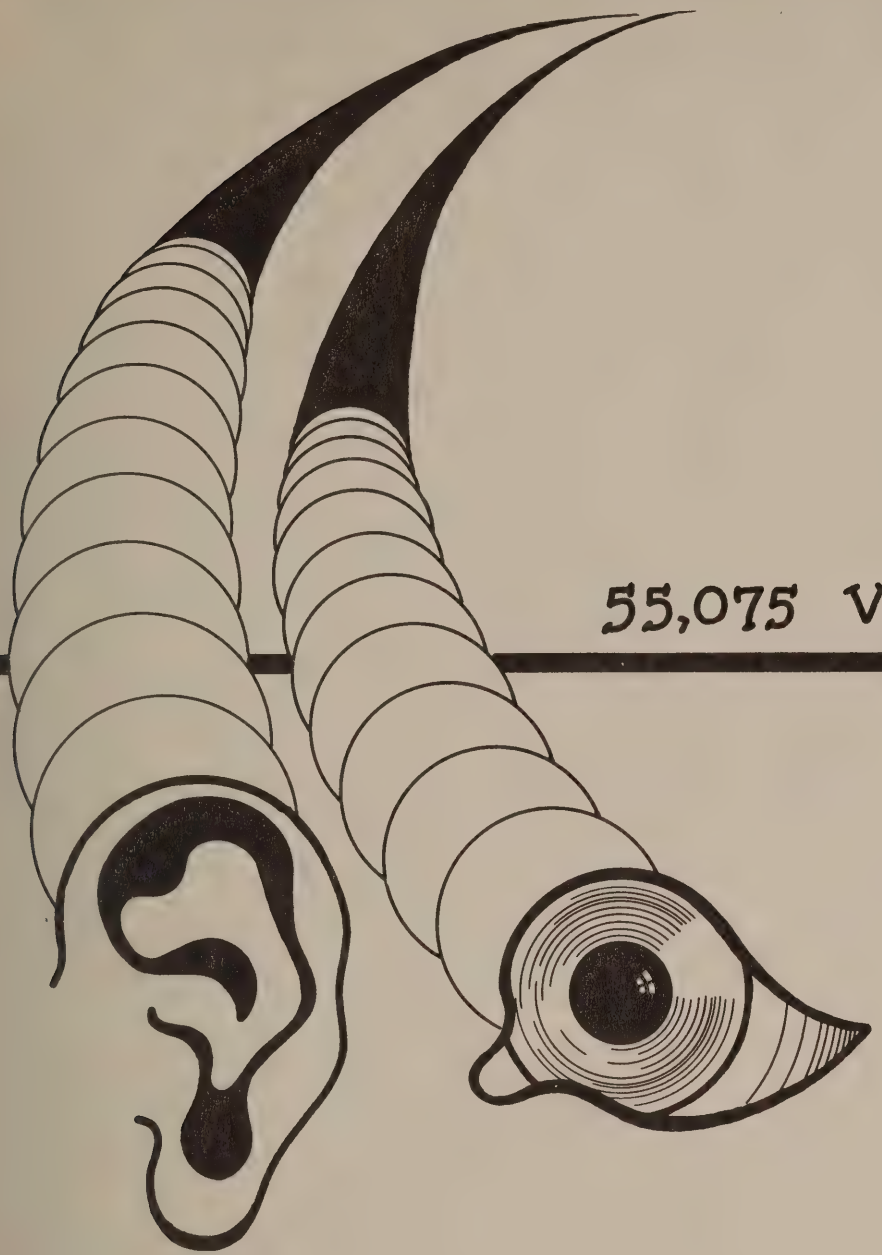
D. 1,553 TELEPHONE CALLS WERE COMPLETED

9% OF ALL SET OWNERS WERE CALLED

309 CALLS TO THE 1,650 TELEVISION OWNERS IN PUBLIC PLACES

1,244 CALLS TO THE 16,250 TELEVISION OWNERS IN PRIVATE HOMES

TOTAL AUDIENCE



55,075 VIEWERS

32,806 VIEWERS

87,881 VIEWERS

4.9 VIEWERS PER SET

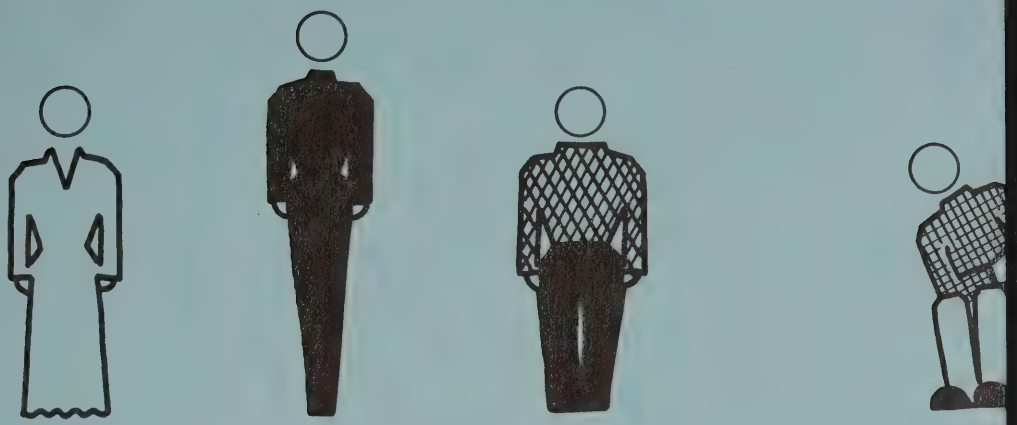
91.7% OF SETS ON

16,418 SETS TUNED IN DAILY

84.1% LOOK AND LISTEN DAILY

AVERAGE 4.6 HOURS PER DAY

VIEWERS PER SET



3.7 VIEWERS PER SET

21.4 VIEWERS PER SET

4.9 VIEWERS PER SET

91.7% OF SETS ON

16,418 SETS TUNED IN DAILY

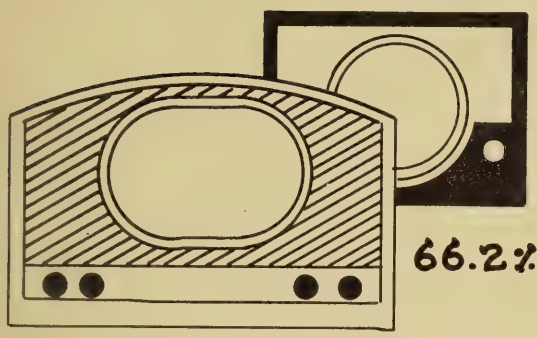
84.1% LOOK AND LISTEN DAILY

AVERAGE 4.6 HOURS PER DAY

SETS IN USE

2.9% OUT OF ORDER

5.5% NOT TUNED IN



25.4% WERE ON EARLIER OR LATER

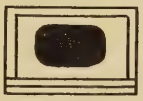
66.2% WERE ON WHEN CALLED

FOR ALL OR PART OF EVERY DAY

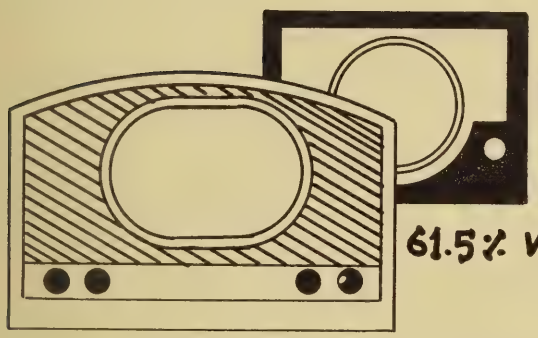
91.6% OF SETS ON

---

NONE WERE OUT OF ORDER



7.1% NOT TUNED IN



31.4% WERE ON EARLIER OR LATER

61.5% WERE ON WHEN CALLED

FOR ALL OR PART OF EVERY DAY

92.9% OF SETS ON

---

FOR ALL OR PART OF EVERY DAY

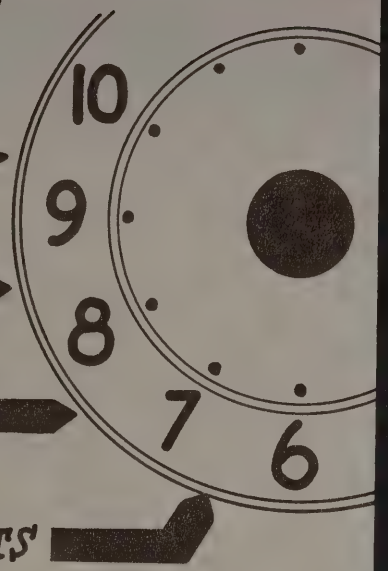
91.7% OF SETS ON

16,418 SETS TUNED IN DAILY

84.1% LOOK AND LISTEN DAILY

AVERAGE 4.6 HOURS PER DAY

## SETS TUNED IN



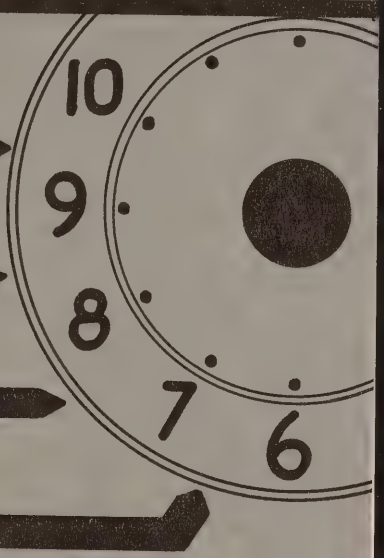

12,236 SETS

12,074 SETS

9,620 SETS

5,882 SETS

14,885 SETS TUNED IN DAILY




1,351 SETS

1,195 SETS

701 SETS

437 SETS

1,533 SETS TUNED IN DAILY

6 — 6,319 SETS

7 — 10,321 SETS

8 — 13,269 SETS

9 — 13,587 SETS

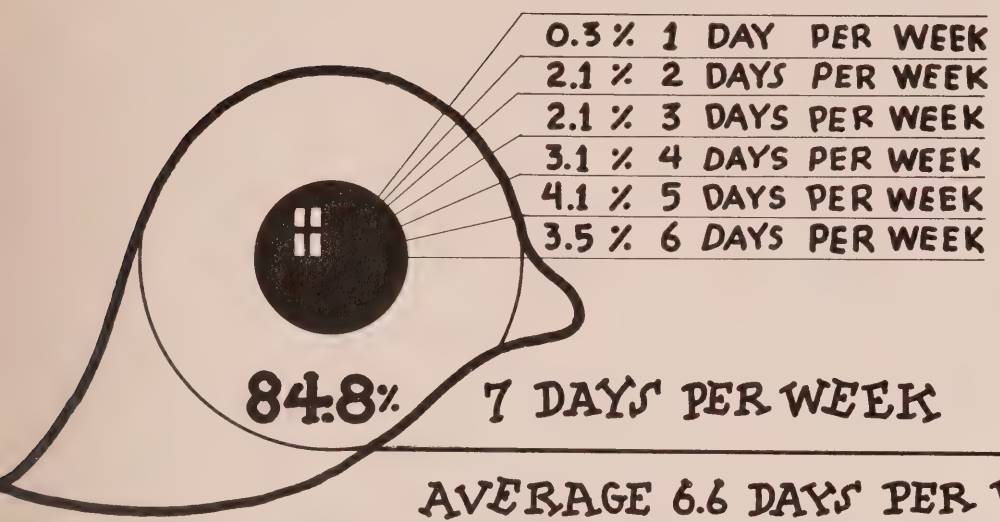
10

16,418 SETS TUNED IN DAILY

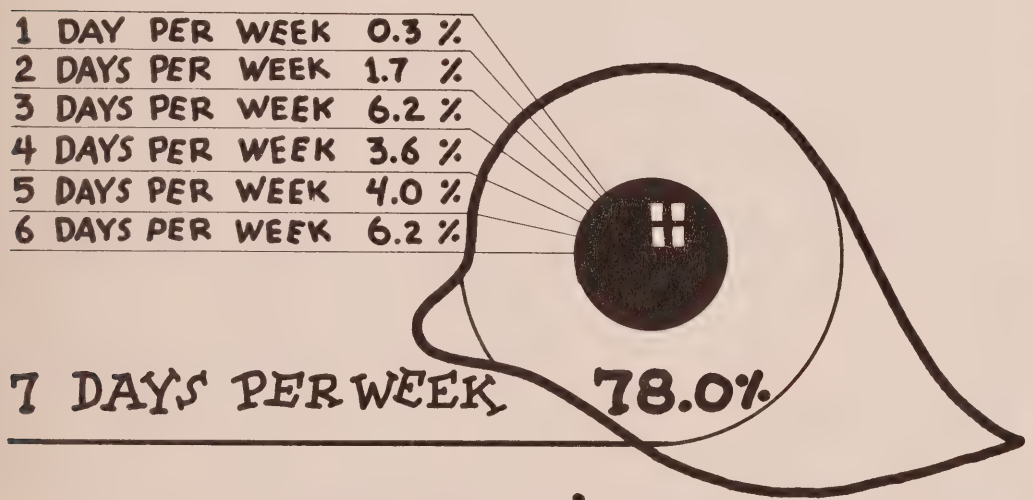
84.1 % LOOK AND LISTEN DAILY

AVERAGE 4.6 HOURS PER DAY

# AVERAGE WEEKLY VIEWING




AVERAGE 6.6 DAYS PER WEEK



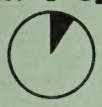

AVERAGE 6.4 DAYS PER WEEK

AVERAGE 6.5 DAYS PER WEEK

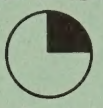
84.1 % LOOK AND LISTEN DAILY

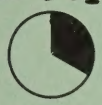
AVERAGE 4.6 HOURS PER DAY

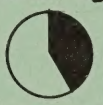
## AVERAGE DAILY VIEWING — HOURS

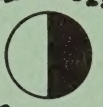
FOR 1 HR  1.3%

FOR 2 HRS 6.4%

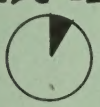
FOR 3 HRS  14.5%

FOR 4 HRS  22.7%

FOR 5 HRS  12.2%

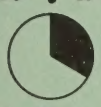
FOR 6 HRS  42.9%

AVERAGE 4.7 HOURS PER DAY

FOR 1 HR  1.6%

FOR 2 HRS 11.5%

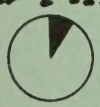
FOR 3 HRS 21.4%

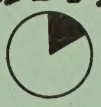
FOR 4 HRS  31.9%

FOR 5 HRS 10.2%

FOR 6 HRS 23.4%

AVERAGE 4.1 HOURS PER DAY

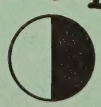
FOR 1 HR  1.3%

FOR 2 HRS  6.9%

FOR 3 HRS 15.1%

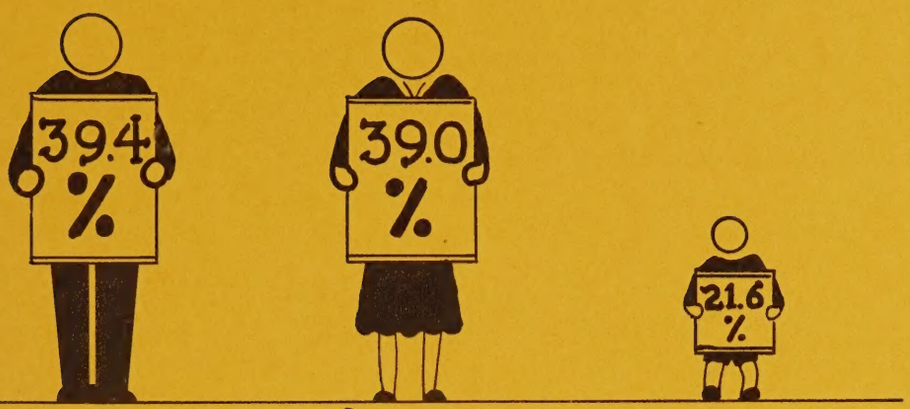
FOR 4 HRS 23.5%

FOR 5 HRS 12.0%

FOR 6 HRS  41.2%

AVERAGE 4.6 HOURS PER DAY

# THE SURVEY




21700 MEN  21479 WOMEN  11896 CHILDREN

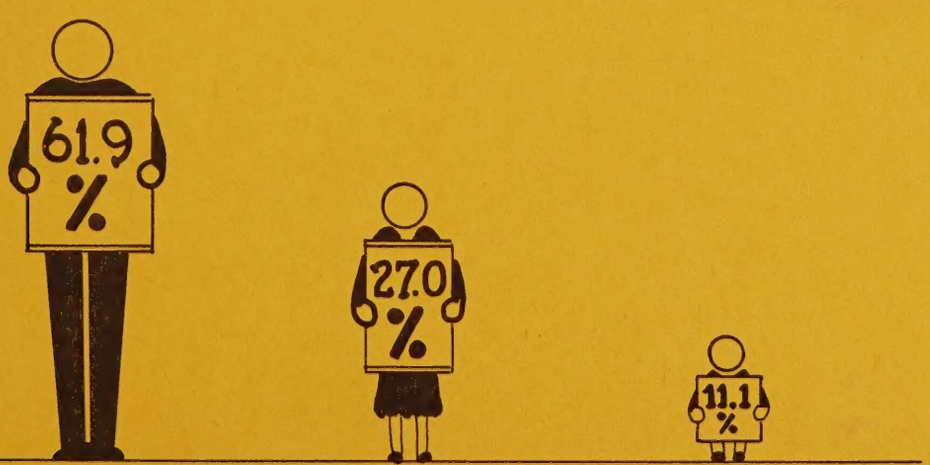
55,075 VIEWERS IN PRIVATE HOMES

FOR 16,250 SETS

27918 MEN  4822 WOMEN  66 CHILDREN

32,806 VIEWERS IN PUBLIC PLACES

FOR 1,650 SETS




49618 MEN  26301 WOMEN  11962 CHILDREN

COMPOSITION OF AUDIENCE

FOR 17,900 SETS COMBINED

GENERAL ELECTRIC STATION

# WRGB

SCHENECTADY, NEW YORK

7-49 (5M)